



# LIA SOCIAL SOLUTIONS

## 2024 - 2025 ANNUAL REPORT

For the period: 1 July 2024 - 30 June 2025



# CONTENTS



- Our Vision ..... 3
- Board Chair Report ..... 4
- CEO Report ..... 6
- Our Board ..... 8
- Our People ..... 10
- Our Purpose, Aim, Values ..... 11
- Our Strategy ..... 12
- Our Services ..... 13
- Who we're supporting ..... 14
- Our Network ..... 15
- Key Issues ..... 16
- Strategic Direction ..... 17
- Financial Summary ..... 18



“THE BEST PLACE TO NURTURE  
INDIVIDUALS IS WITHIN THE  
FAMILY, AND THE FAMILY IS THE  
MOST FUNDAMENTAL INSTITUTION  
OF THE COMMUNITY AND SOCIETY.”

# BOARD CHAIR REPORT



**WILLIAM TUMAI, LLB**  
**Board Chair**

Kia ora koutou katoa,

As Chair of the Board for LIA Social Solutions, I welcome the publication of our 2024/2025 Annual Report. This year marks another significant chapter in our organisation's history; a year of immense challenge, deep commitment, and unwavering service to whānau in need.

## A national crisis reflecting local urgency

Across Aotearoa, family violence remains a pervasive, systemic issue. Each year, tens of thousands of incidents are recorded, and countless more go unreported or hidden within the shadows of social and economic hardship. Reports show that a significant amount of homicides and violent crimes in New Zealand are associated with family violence.

The impact is felt especially acutely by Pacific and Māori communities, who continue to bear a disproportionate burden. At LIA, our work is grounded in this reality, a reality we see reflected in our referrals, our case load, and our community outreach. The national statistics are not abstract numbers; they represent children, parents, elders – our people.

## LIA's role: Real people, real lives, real impact

This year, despite funding shifts and increased demand, LIA remained a vital support system for families under stress. The numbers in this Annual Report demonstrate this: each case, each intervention, each moment of care represents a story, a life, and a family given a chance.

Our frontline interventions offered safety to whānau in crisis. Our social support, housing assistance, counselling, and advocacy services provided lifelines when the system around them was failing. LIA continued to deliver with cultural integrity, compassion, and respect for dignity; values that lie at the heart of LIA.

## Challenges in a changing service landscape

The broader social services sector in 2025 underwent difficult transformations. Program closures, funding reductions, and rising cost pressures created tensions across many frontline organisations. LIA was not immune.

These shifts reinforce a painful truth: crisis response alone cannot address the root causes or prevent recurring harm. National data confirm this. Family violence is rarely a single event. It intersects with poverty, housing instability, financial stress, childhood trauma, addiction, and systemic inequities.

For LIA, this means our role must evolve. We cannot simply respond. We must also heal, support, and strengthen – delivering services that reduce harm, build resilience, and offer whānau pathways to stable, healthy futures.

## A commitment to strategic renewal

As Board Chair, I support the direction outlined in our new strategic framework. By organising services into clear pathways, from crisis intervention to healing, stabilisation, and long-term support, we make LIA's purpose transparent, accountable, and forward-looking.

We aim to deepen our impact, expand our capacity, and strengthen our ability to respond to complex needs. We intend not only to keep families safe, but to help them flourish.

This is not a small commitment. It means building capability, investing in people, strengthening partnerships, and securing sustainable funding. But for Pacific and South Auckland families, it is a path worth taking.

## Our gratitude and hope

I extend heartfelt thanks to the LIA staff, volunteers, partners, funders, and especially the families who entrust us with their stories, pain and hopes. Your resilience and courage remind us why this is important mahi.

We enter 2026 with purpose, clarity and resolve. The challenges are many, but so too are the possibilities for healing, transformation and whānau wellbeing.

Nō reira, tēnā koutou katoa.

**William Tumai**  
Board Chair

# CHIEF EXECUTIVE REPORT



**STURAT RAMSAY, LLB**  
**CEO**

Family violence in Aotearoa remains at crisis levels, with Police responding to an incident every three minutes and Pacific and Māori families disproportionately impacted. These national realities are reflected in what we see daily at LIA Social Services (LIA): families navigating violence, trauma, financial hardship, housing stress, addiction, and complex relationship challenges. Increasingly, the people seeking support are younger, New Zealand-born Pacific adults who are carrying new layers of emotional, cultural and financial pressure.

Despite a tough social and economic environment and the loss of several longstanding government contracts due to nationwide cost-cutting, LIA continued to play a crucial role in supporting families across South Auckland. Demand remained high, our services continued uninterrupted, and families who walked through our doors received safety, dignity and culturally grounded support.

## Key highlights

Even in a challenging year, we achieved significant wins:

- Over 670 community members supported between July 2024 and June 25
- Over 430 Pacific and Māori people supported across all services
- 228 Samoan, 91 Māori, and 81 Tongan people received direct support
- Police and Probation referrals remained strong, reflecting deep trust in LIA's frontline work
- Self-referrals continued to grow, showing more families are reaching out directly for help
- Direct Family Services expanded, providing basic counselling, advocacy, navigation and social support
- Short-term Emergency Housing remained a critical safety pathway, supporting some of our most vulnerable whānau
- Staff capability and cultural leadership strengthened, despite resource constraints
- A major strategic review is underway to position LIA for a new phase of growth, healing and prevention

## What our data tells us

- Our insights highlight the growing complexity of harm:
- **Top presenting issues:** violence, financial stress, housing instability, parenting challenges, and AOD harm
- **Largest age group:** 26-35 years old – younger NZ-born Pacific families in need of modern, culturally relevant support
- **Multiple issues often present at once**, requiring an integrated and trauma-informed service response
- This data reinforces what frontline teams have long known: **crisis intervention alone is no longer enough.**

## Why LIA must evolve

The events of this year, including funding changes, increased frontline demand, and rising client complexity, confirm the need for LIA to refine and strengthen its service model. Our community needs support that goes beyond responding to harm: support that helps people heal, rebuild, strengthen their identity, and stabilise their lives.

As a result, LIA is now focusing its services around four core pillars, which we will share early in the new year. These pillars reflect what families need most and where LIA can have the deepest long-term impact.

## Looking ahead

In the new year we will share more detailed insights from our service review, client data analysis and sector research. This will guide the refinement of our programmes, inform our funding strategy, and shape the long-term transformation of LIA into a trauma-informed, Pacific-led wellbeing organisation.

Despite the challenges of 2024/25, this year showed the strength, heart and resilience of LIA, and why our work matters more than ever.

On behalf of LIA, we extend our gratitude to:

- Our Board, for their governance, wisdom and support.
- Our staff and volunteers, for their tireless dedication and compassion.
- Our partners and funders including MSD, Oranga Tamariki, and the Ministry of Justice.
- The churches, community organisations and other providers who walk alongside us.
- Most importantly, the families and individuals who trust us with their stories and journeys.

Thank you for standing with us in this vital work.

Fa'afetai lava and God bless



Stuart Ramsay  
CEO

# OUR BOARD



**WILLIAM TUMAI, LLB**  
**Board Chair**

William is a legal professional with deep expertise in social justice, policy and community advocacy. He holds a Bachelor of Laws, Master of Laws, and a Master of Political Science from the University of Waikato. Affiliated with Ngāti Porou and Waikato, he is committed to advancing the rights and wellbeing of Māori and marginalised communities. William's background in family law, human rights and community advocacy strengthens LIA's governance, where he brings both legal insight and cultural understanding to support safe, equitable outcomes for families.



**VAOAIGA (VA) HUNKIN, BSW**  
**Board Member**

With over 27 years of experience in social work, Va brings deep practical and cultural expertise to LIA's governance. She holds a Bachelor of Social Work (BSW) and has worked extensively across both statutory and community sectors. A registered social worker (SWRB) and member of ANZASW, Va is dedicated to improving the wellbeing of individuals, families and communities. Her frontline insight and commitment to safe, effective practice strengthen LIA's role in supporting Pacific and South Auckland whānau.



**ULA CHOWDHURY**  
**Board Member**

Ula is a long-standing community advocate with strong leadership experience in customer service and retail. She brings valuable expertise in customer experience, frontline service delivery and community engagement. Ula's practical insight and commitment to supporting families help ensure LIA's services remain client-centred and responsive to the needs of Pacific and South Auckland whānau.

# OUR BOARD



**JOY RAMSAY, BSW**  
**Service Manager and Board Member**

Joy is the founder of LIA Social Solutions and has led the organisation since 1996. With a background in banking and experience running small businesses, she brings strong operational and customer service expertise. Joy holds a Bachelor of Social Work (BSW) and established LIA after recognising a growing need for culturally grounded support for Pacific families. Known for her warm, friendly nature, she continues to guide LIA's services and ensure families are supported with dignity and care.



**STURAT RAMSAY, LLB**  
**CEO**

Stuart is the CEO of LIA Social Solutions and brings a strong background in law, financial services and insurance. He holds a Bachelor of Laws and is a barrister by profession, with extensive experience in leadership, risk, and organisational strategy. Stuart provides clear direction for LIA's growth and evolution, ensuring the organisation remains effective, accountable and aligned to the needs of Pacific and South Auckland families.

# OUR PEOPLE

The heart of LIA is our people.

Over the past year, our staff and volunteers have continued to show deep commitment to the safety and wellbeing of families, often working in emotionally demanding situations and under pressure from changing funding and policy environments.

We acknowledge:

- Our frontline staff, who walk alongside families in crisis and in healing.
- Our cultural leaders and practitioners, who anchor our work in Pacific values, language and identity.
- Our administrative and support teams, who keep our systems and services running.
- Our volunteers, who consistently give their time, energy and care.

We also recognise the emotional weight of this work and the importance of investing in staff wellbeing, supervision, training and development.





### **Our purpose**

To assist individuals and families in crisis, helping them access housing, support, counselling and social services so they can move towards a safer, more stable life. We provide holistic services and programmes designed to empower you to make better choices for a brighter future for both you and your family.

### **Our aim**

LIA aims to be a leading Pacific provider of support and services in a culturally appropriate way for Pacific People.

### **Our values**

**Human dignity:** Expressing deep and evident respect for the uniqueness of each person.

**Compassion:** Acting with understanding and sensitivity

**Service:** Meeting the needs of others through quality care

**Justice:** Respecting the rights of each person and working for social equality.

**Concern for the vulnerable:** Enabling people to have access to information, skills and resources.

# OUR STRATEGY

LIA's work is grounded in a clear, practical approach to supporting families through every stage of need, from moments of crisis to stabilisation and longer-term strengthening. While family violence is often the reason people reach out, our experience shows that families are also navigating housing pressure, financial stress, parenting challenges and emotional distress.

To respond effectively, our current service model spans **three interconnected pathways**:

- **Short-term crisis response**, where safety and immediate needs are addressed
- **Medium-term wellbeing and stabilisation**, where families begin to rebuild
- **Longer-term support**, where whānau strengthen resilience and maintain progress

This structure reflects the services we deliver right now and how we walk alongside families with care, dignity and cultural understanding. It also shows the breadth of support required for families facing complex and overlapping challenges.

The table below shows how our current programmes and services align across these pathways, providing a clear picture of LIA's strategic approach to supporting Pacific and South Auckland whānau today.

SHORT-TERM SUPPORT	MEDIUM-TERM SUPPORT	LONGER-TERM SUPPORT
Immediate & Crisis Response	Wellbeing, Skills & Stabilisation	Ongoing Support & Strengthening Whānau
<ul style="list-style-type: none"><li>• Family Violence Intervention</li><li>• Family Violence Consultations</li><li>• Direct Services to Families (DSF) – crisis support, navigation, basic counselling</li><li>• Short-term Emergency Housing</li><li>• Immediate social support (housing issues, WINZ support, legal referrals)</li><li>• Immediate AOD referrals</li></ul>	<ul style="list-style-type: none"><li>• Men's Family Violence Programme</li><li>• Parenting Programme</li><li>• Women's support and general wellbeing services</li><li>• Medium ongoing Social Support</li><li>• Parenting and relationship support</li><li>• Housing support and budgeting basics</li><li>• Ongoing basic counselling and navigation</li></ul>	<ul style="list-style-type: none"><li>• Low ongoing Social Support</li><li>• Continued advocacy and navigation</li><li>• Strengthening family relationships</li><li>• Maintaining housing and financial stability</li><li>• Support to stay connected to community services</li><li>• Follow-up to reduce risk of issues recurring</li></ul>

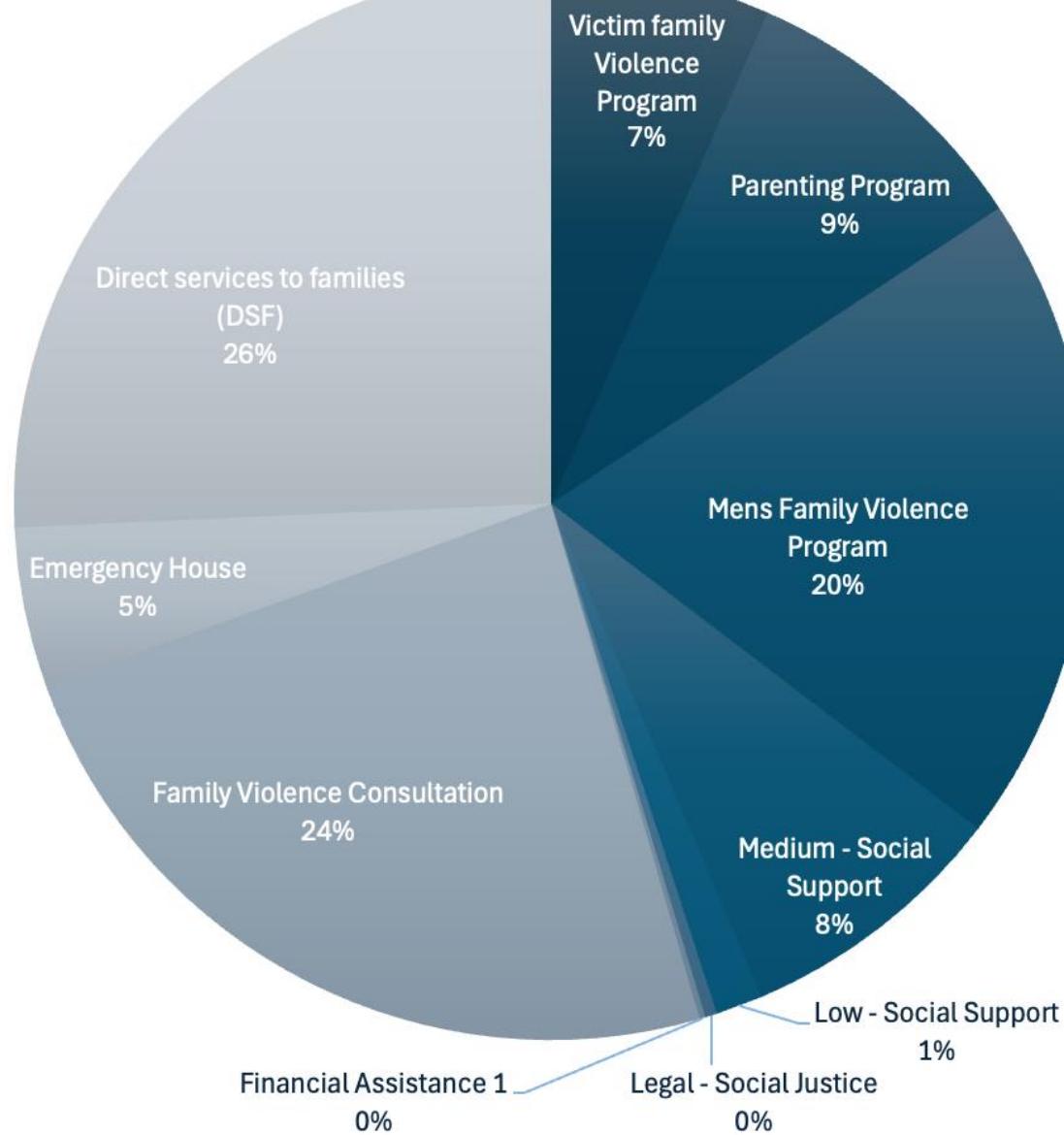
# OUR SERVICES

During the period, LIA provided essential frontline support to families experiencing violence, trauma and hardship across South Auckland. Our data shows a high level of demand for intensive services, with 144 cases of Direct Services to Families and 134 Family Violence Consultations, reflecting the increasing complexity of harm in our community.

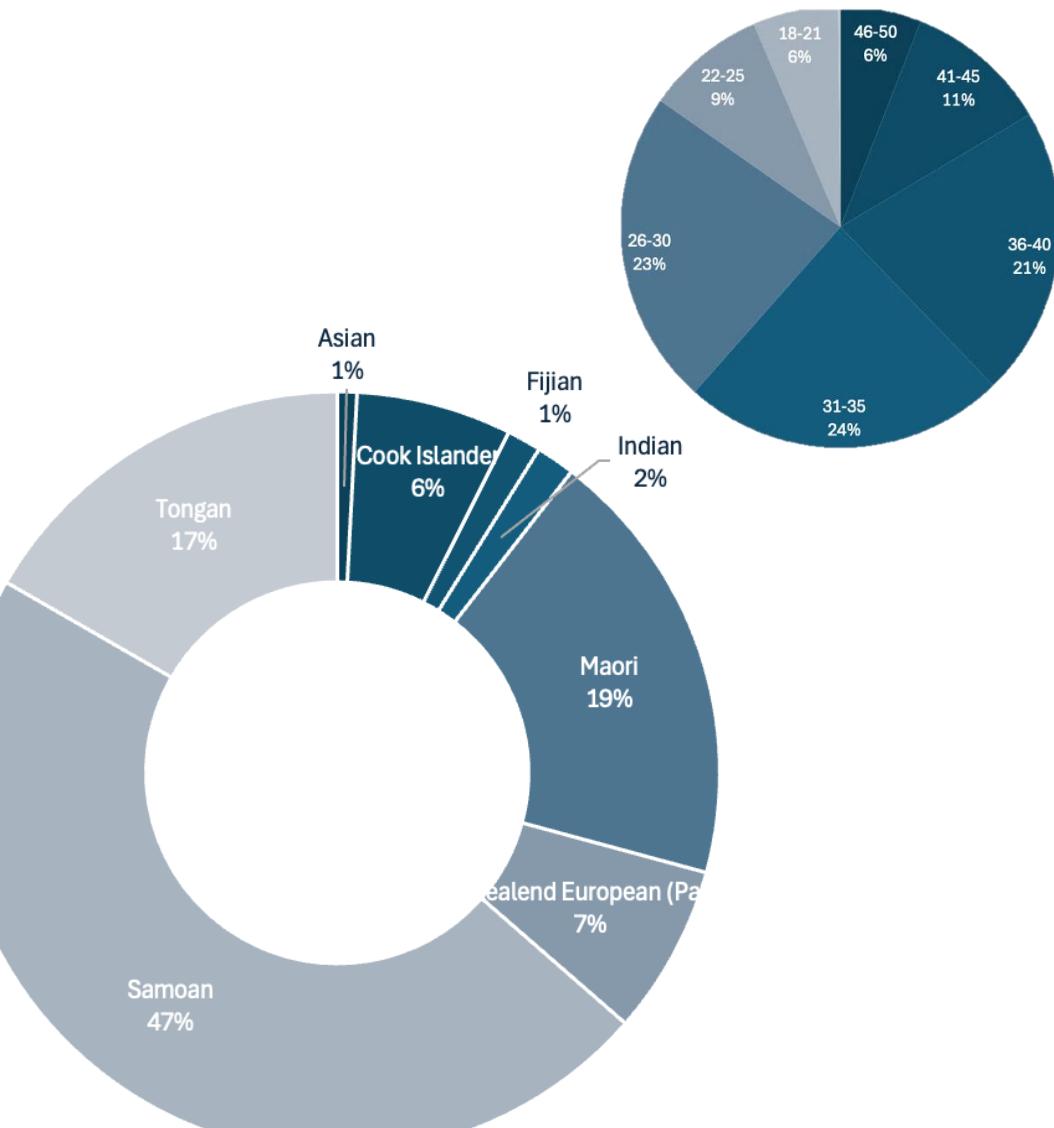
We also delivered wellbeing programmes, including the Men's Family Violence Programme (110 participants), Parenting Programme (51 families) and the Victim Family Violence Programme (37 clients). Additional services – such as medium and low social support, legal advocacy and financial assistance provided critical wrap-around support.

Our Short-Term Emergency Housing service supported 27 individuals and families, offering immediate safety during crisis moments.

These results highlight LIA's continued role as a trusted Pacific-led provider in the domestic and family violence system. With strengthened funding, LIA is well-positioned to deepen its impact, expand prevention services, and continue supporting some of the most vulnerable whānau in South Auckland.



# WHO WE'RE SUPPORTING



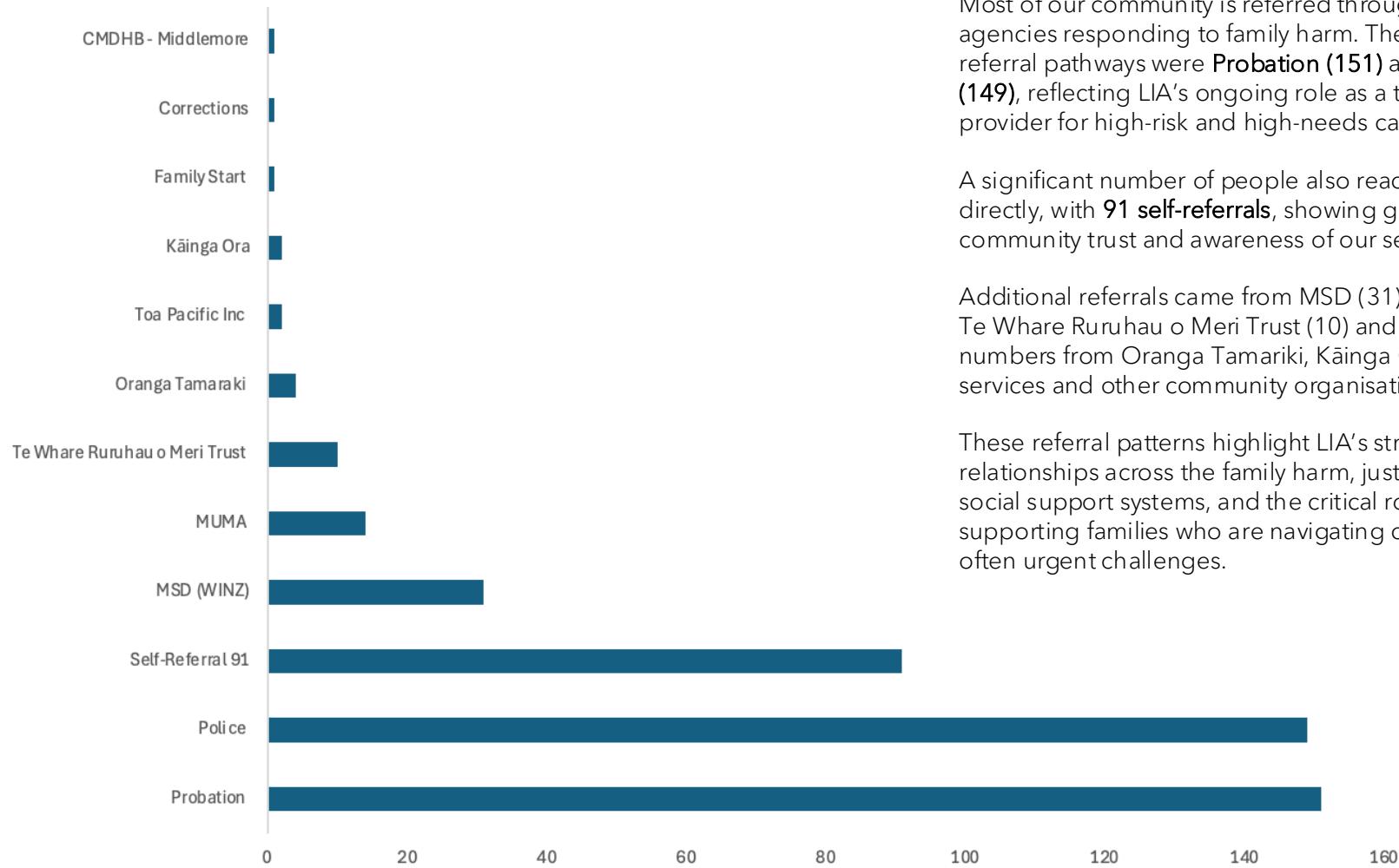
The families and individuals we supported reflect the diversity of South Auckland, with Pacific and Māori communities making up the majority of our clients. Samoan (228), Māori (91) and Tongan (81) clients were our largest groups, alongside Cook Islands Māori, Fijian, NZ European, Indian and Asian families. This reinforces LIA's role as a trusted Pacific-led provider while remaining accessible to all who need support.

Our age data shows that most people were between 26 and 35 years old, with 140 clients aged 31-35 and 136 clients aged 26-30. This group is predominantly New Zealand-born Pacific adults whose first language is English. They are often navigating modern pressures, relationships, finances, housing, identity and parenting in ways previous (or first) generations did not.

We also supported clients aged 36-40 (125) and 41-50 (97 combined), as well as younger people aged 18-25 (89 combined).

Together, these demographics show a community in the thick of life's demands, young to mid-life adults, parents and caregivers, seeking safety, guidance and practical support at critical moments.

# OUR NETWORK



Most of our community is referred through frontline agencies responding to family harm. The largest referral pathways were **Probation (151)** and **Police (149)**, reflecting LIA's ongoing role as a trusted provider for high-risk and high-needs cases.

A significant number of people also reached out directly, with **91 self-referrals**, showing growing community trust and awareness of our services.

Additional referrals came from MSD (31), MUMA (14), Te Whare Ruruhau o Meri Trust (10) and smaller numbers from Oranga Tamariki, Kāinga Ora, health services and other community organisations.

These referral patterns highlight LIA's strong relationships across the family harm, justice and social support systems, and the critical role we play in supporting families who are navigating complex and often urgent challenges.

# KEY ISSUES

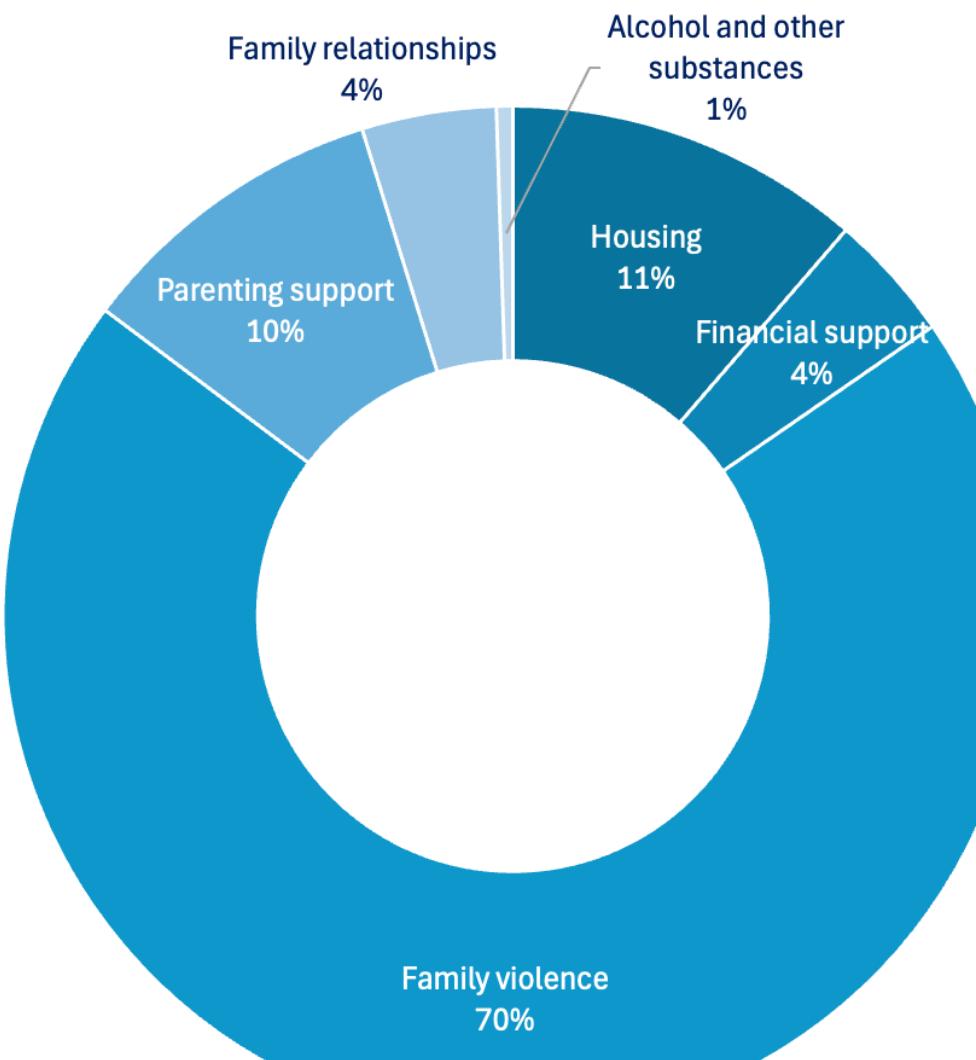
Most people come to LIA because they are experiencing family violence, with 672 cases recorded at intake in the 2024/2025 period.

While family and domestic violence is the primary reason individuals are referred or reach out for help, we know that many individuals and families are also facing underlying pressures and historical trauma, such as sexual violence, that contribute to harm and instability.

Common issues raised at intake include housing stress (109 cases), parenting challenges (96 cases), financial hardship (39 cases), and strained family relationships (41 cases). A smaller but important number of clients presented with alcohol or substance-related issues (5 cases).

These patterns tell us that domestic violence rarely occurs in isolation. Families are often dealing with multiple, interconnected challenges that require holistic, trauma-informed and culturally grounded support.

Understanding these underlying issues helps shape how LIA responds, not just addressing the crisis, but supporting long-term healing, stability and wellbeing.



# STRATEGIC DIRECTION



Looking ahead, LIA's strategic focus is to evolve from being seen primarily as a crisis-response service to being recognised as a trauma-informed, Pacific-led wellbeing organisation.

Over the next year we will focus on:

## 1. Strengthening frontline domestic and family violence services

Maintaining a high standard of safety, risk assessment and support, even in a constrained funding environment.

## 2. Building staff capability

Investing in clinical, cultural and data skills, including trauma-informed practice, financial capability, outcomes measurement and use of Pacific wellbeing frameworks.

## 3. Developing outcomes capability

Implementing an outcomes framework and client management system to better understand, measure and demonstrate the impact of our work.

## 4. Diversifying and rebuilding funding

Reducing reliance on single contracts and engaging with Pacific, philanthropic, health and commissioning funders to rebuild programmes and support prevention, healing and resilience.

## 5. Realigning services to our four pillars

Ensuring our programmes and partnerships clearly support Safety & Intervention, Healing & Trauma Recovery, Pacific Culture & Identity, and Financial Stability & Whānau Resilience.

More detailed information on this strategic direction will be shared in 2026, including our new service architecture and outcomes framework.

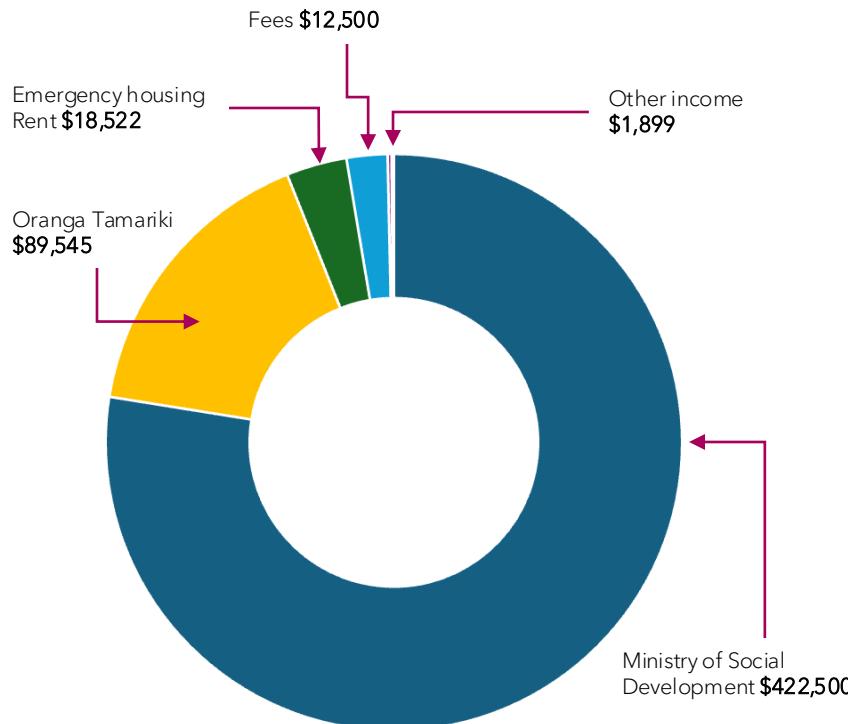


# FINANCIAL SUMMARY

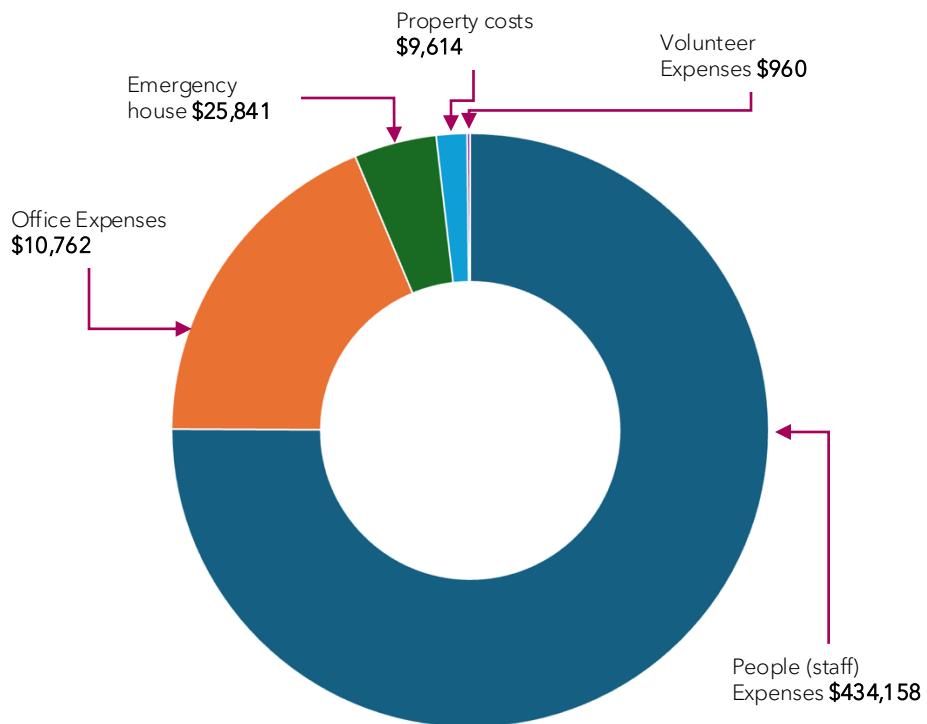
July 2024 to June 2025



## REVENUE ANALYSIS BY EACH DOLLAR RECEIVED



## EXPENDITURE ANALYSIS BY EACH DOLLAR SPENT



**TOTAL REVENUE:**  
**\$544,966**

**TOTAL COST OF SERVICES:**  
**\$578,355**

**NET DEFICIT:**  
**-\$33,369**



[lia.org.nz](http://lia.org.nz)

This Annual Report provides a summary of LIA Social Solutions' activities, financial results, and service data for the period 1 July 2024 to 30 June 2025. While every effort has been made to ensure accuracy, some information has been condensed or simplified for readability. Data reflects the best available records at the time of publication.

The report is intended for general information and governance purposes only and should not be relied upon as legal, financial, or professional advice. LIA Social Solutions accepts no liability for any loss or action taken based on the information contained herein.

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